



TECHNICAL UNIVERSITY OF MOMBASA

School of Business

Department of Business Administration

UNIVERSITY EXAMINATION FOR: BACHELOR OF BUSINESS INFORMATION TECHNOLOGY

BBT 4302: DIGITAL MARKETING
SPECIAL/SUPPLEMENTARY EXAMINATION

SERIES: JULY 2025

TIME: 2 HOURS

DATE: Jul 2025

Instructions to Candidates

You should have the following for this examination

-Answer Booklet, examination pass and student ID

This paper consists of five questions. Attempt question ONE (Compulsory) and any other TWO questions.

Do not write on the question paper.

Question ONE

- a). Explain four key digital engagement metrics. (8 marks)
- b). Mobile marketing has become increasingly vital in recent years. Justify. (10 marks).
- c). Describe three guidelines on how to create an effective email campaign. (6 marks)
- d). Highlight three key conversion metrics of digital marketing. (6 marks)

Question TWO

- a). Measuring the effectiveness of content marketing is essential to its success. Discuss five optimization strategies that can improve content marketing performance. (10 marks)
- b). Highlight five benefits of search engine marketing. (10 marks)

Question THREE

- a). E-commerce is part of digital marketing. . Explain four ways you can use Google Analytics to optimize your marketing efforts: (8 marks)
- b). Describe six steps in executing a content marketing strategy. (12 marks)

Question FOUR

- a). Elucidate five significant advantages that firms engaged in digital marketing have over those who do not. (10 marks)
- b). Outline Five key steps for measuring and optimizing your SEM campaigns. (10 marks)

Question FIVE

- a). Describe five steps used to measure and optimize social media performance. (10 marks)
- b). Explain five mobile marketing strategies for Improving Performance. (10 marks)